

# **SAN ANTONIO AIRPORT SYSTEM**

## **NEWS RELEASE**

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### **AVIATION DEPARTMENT NAMES NEW PUBLIC RELATIONS MANAGER** **Marketing veteran joins SAT as new spokesperson**

SAN ANTONIO TX, October 8, 2009 – The City of San Antonio Aviation Department has named Rich Johnson as the new Public Relations Manager. Johnson will oversee and manage media requests and public outreach to business and community organizations.

Johnson has ten years experience in media and public relations, marketing and advertising. Prior to joining the Department of Aviation, Johnson spent several years working for the U.S. Army's advertising agency. Johnson managed the local marketing efforts and advertising campaigns for as many as 125 ROTC programs on college campuses across the country.

"We are excited to have Rich come onboard; we conducted a thorough search to get the right fit for the Department," said Frank Miller, Aviation Director. "Rich brings with him a great background in media and public relations. His experience working with government entities on economic development projects and, his experience and working knowledge of the tourism and hospitality industries will be a great asset."

Prior to working on the Army's advertising account, Johnson was also the communications and marketing consultant with Florida's, International Speedway Corporation (ISC), where he oversaw the local communications, community outreach and marketing efforts in ISC's attempt to build a major motorsports facility in the Seattle area. Johnson also was a public relations and communications consultant for Columbia Hospitality Inc., a Seattle based hospitality consulting and management firm.

Johnson is a native of the Seattle area, and a graduate of Washington State University. He and his wife along with their 3-year old son, relocated to San Antonio in November 2008.

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